geographical divisions of the Earth. Another of the tree structures can comprise a so-called Secondary World that contains nodes that represent physical or logical entities that are organization or company specific views of the world. A computing device can automatically determine its context or location by ascertaining a node on one or more of the tree structures and then traversing the tree structure to ascertain the complete context. Once a context or location is ascertained, goods or services associated with the context or location can be accessed.--

In the Claims

Claims 1, 10-19, 24, 28, 37, 48, and 58 are amended.

Claim 9 is cancelled without prejudice.

Claims 1-60 remain in the application and are listed below:

1. (Amended) A system for determining context comprising:

one or more computer-readable media; and

a hierarchical tree structure resident on the media and comprising multiple nodes each of which represent geographical divisions of the Earth, individual nodes comprising an entity identification (EID) that is unique to the node, EIDs serving as a basis by which attributes can be assigned to goods or services associated with an individual node.

2. The system of claim 1, wherein the one or more computer-readable media comprise one or more networks.

3. The system of claim 1, wherein the nodes comprise political or natural entities.

4. The system of claim 3, wherein the political or natural entities comprises one or more of the following: continents, countries, oceans, states, counties and cities.

5. The system of claim 1, wherein the nodes comprise infrastructure entities.

6. The system of claim 5, wherein the infrastructure entities comprise one or more of the following: postal codes, area codes and time zones.

7. The system of claim 1, wherein the nodes comprise public places.

8. The system of claim 1, wherein the nodes comprise non-physical entities.

9. (Cancelled).

10. (Amended) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a name attribute.

11. (Amended) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a neutral ground truth name attribute.

12. (Amended) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a geographic attribute.

13. (Amended) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a latitude/longitude attribute.

14. (Amended) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a relative importance index.

15. (Amended) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a contextual parent attribute.

16. (Amended) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a source attribute.

17. (Amended) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a start/end dates attribute.

18. (Amended) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a modification date attribute.

19. (Amended) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a status attribute.

20. The system of claim 1, wherein the tree structure does not include any nodal associations with businesses or services.

21. The system of claim 1, wherein the computer-readable media is embodied on a mobile computing device.

22. The system of claim 1, wherein the computer-readable media is embodied on a handheld mobile computing device.

23. The system of claim 1, wherein the computer-readable media is accessible to a mobile computing device via the Internet.

24. (Amended) A system for determining context comprising:

one or more computer-readable media;

a first hierarchical tree structure having multiple nodes associated with a first context;

at least one second hierarchical tree structure having multiple nodes associated with a second context; and

at least one node from the at least one second hierarchical tree structure being linked with one node on the first hierarchical tree structure by a link that is configured to enable a complete context to be derived from the first and second contexts, individual nodes having unique IDs that can serve as a basis by which attributes can be assigned to goods or services.

25. The system of claim 24, wherein the first and second contexts comprise a location context.

26. The system of claim 24, wherein the nodes of the first hierarchical tree structure comprise geographical divisions of the Earth.

27. The system of claim 26, wherein the nodes of the at least one second hierarchical tree structure comprise physical and/or logical entities.

28. (Amended) The system of claim 24, wherein the first and the at least one second hierarchical tree structures comprise a plurality of attributes, one of which comprising information that pertains to the tree with which the node is associated.

29. The system of claim 28, wherein the information comprises a universal resource locator (URL).

30. The system of claim 24 further comprising one or more goods or services associated with one or more of the nodes of the at least one second hierarchical tree structure.

31. The system of claim 24, wherein the first hierarchical tree structure comprises a standardized view of the Earth, and the at least one second hierarchical tree structure comprises an organization-specific view of at least a portion of the Earth, the organization-specific view comprising a physical/logical entity that links into specific portions of the Earth.

32. The system of claim 31, wherein the organization-specific view has no context outside of the organization.

33. The system of claim 24, wherein the computer-readable media is embodied on a mobile computing device.

34. The system of claim 24, wherein the computer-readable media is embodied on a desktop device.

35. The system of claim 24, wherein the computer-readable media is embodied a handheld mobile computing device.

36. The system of claim 24, wherein the computer-readable media is accessible to a computing device via the Internet.

37. (Amended) A computer-implemented method of determining context comprising:

accessing first and one or more second hierarchical tree structures that are resident on one or more computer-readable media, each tree structure having multiple nodes, the nodes of the first hierarchical tree structure being associated with a first context, the nodes of the one or more second hierarchical tree structures being associated with a second context; and

traversing multiple nodes of at least one of the tree structures to derive a context, individual nodes having unique IDs that can serve as a basis by which attributes can be assigned to goods or services.

38. The computer-implemented method of claim 37, wherein the traversing derives a location context.

39. The computer-implemented method of claim 37, wherein the nodes of the first hierarchical tree comprise geographical divisions of the Earth.

40. The computer-implemented method of claim 39, wherein the nodes of the one or more second hierarchical tree comprise physical and/or logical entities.

41. The computer-implemented method of claim 37, wherein the traversing comprises traversing at least one node on each tree to derive the context.

42. The computer-implemented method of claim 41, wherein the context comprises a location.

43. The computer-implemented method of claim 37, wherein the first and one or more second hierarchical tree structures comprise at least one node pair that is linked.

44. The computer-implemented method of claim 37, wherein at least one of the nodes of the one or more second hierarchical tree structures has a good or a service associated with it, and wherein the traversing comprises locating a good or a service associated with a node and consuming the good or service.

45. The computer-implemented method of claim 37, wherein the accessing of the first and the one or more second hierarchical tree structures comprises accessing tree structures that are locally available on a mobile computing device.

46. The computer-implemented method of claim 37, wherein the accessing of the first and the one or more second hierarchical tree structures comprises accessing at least one of the trees via a network medium.

47. The computer-implemented method of claim 37, wherein the accessing of the first and the one or more second hierarchical tree structures comprises accessing at least one of the trees via the Internet.

48. (Amended) One or more computer-readable media having computer-readable instructions thereon which, when executed by a computing device, cause the computing device to:

access first and second hierarchical tree structures, each tree structure having multiple nodes, the nodes of the first hierarchical tree structure being associated with a first location context, the nodes of the second hierarchical tree structure being associated with a second location context, at least one node of the second hierarchical tree structure being linked with a node of the first hierarchical tree structure; and

traverse at least one node of each tree structure to derive a location context, at least one node in a traversal path that leads to a root node of the second hierarchical tree structure being linked with a node of the first hierarchical tree structure, individual nodes having unique IDs that can serve as a basis by which attributes can be assigned to goods or services.

49. The one or more computer-readable media of claim 48, wherein the computing device automatically determines its location context.

50. The one or more computer-readable media of claim 48, wherein the computing device is a handheld computing device.

51. The one or more computer-readable media of claim 48, wherein the computing device is a mobile computing device.

52. The one or more computer-readable media of claim 48, wherein the computing device is a desktop device.

53. The one or more computer-readable media of claim 48, wherein the computing device is a handheld computing device that automatically determines its location context.

54. A computer-implemented method of locating goods or services comprising:

defining a hierarchical tree structure comprising multiple nodes that each can define a physical or logical entity;

associating one or more goods or services with one or more of the nodes; and

traversing one or more of the multiple nodes to discover a good or service.

55. The computer-implemented method of claim 54 further comprising linking one or more of the multiple nodes with another hierarchical tree structure that contains multiple nodes that each represent a geographical division of the Earth.

56. The computer-implemented method of claim 55, wherein the traversing enables a current location to be determined.

57. One or more computer-readable having computer-readable instructions thereon which, when executed by a computing device, cause the computing device to:

define a hierarchical tree structure comprising multiple nodes that each can define a physical or logical entity;

associate one or more goods or services with one or more of the nodes; and

traverse one or more of the multiple nodes to discover a good or service.

58. (Amended) A computer-implemented method of building context-aware data structures comprising:

receiving input from a source that specifies information pertaining to physical and/or logical entities;

processing the information to define a hierarchical tree structure having a context, the tree structure comprising multiple nodes each of which represent a separate physical or logical entity;

linking at least one of the multiple nodes to a node of another tree structure having a context and multiple nodes that represent physical and/or logical entities, individual nodes having unique IDs that can serve as a basis by which attributes can be assigned to goods or services,

the tree structures being configured for traversal in a manner that enables context to be derived from one or more of the nodes.

59. The computer-implemented method of claim 58, wherein the context that is derived comprises a location context.

60. One or more computer-readable media having computer-readable instructions thereon which, when executed by a computing device, cause the computing device to implement the method of claim 58.